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Florida Trend
 THE MAGAZINE OF FLORIDA BUSINESS

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Florida Trend's *Top Rank Florida* is compiling information for its 1997 List of the Top ranked PPOs in Florida. To be considered for this list, fill out the following questionnaire and return it by fax to Davis Kilgroe, Top Rank Florida at (813) 892-2955.

Deadline for submissions is June 25, 1997. There is no charge for this listing.

1. Name of Firm: Blue Cross Blue Shield of Florida
2. Full Florida Address: 10 Box 1198 - Jacksonville FL 32210
3. Name and Address of Parent: _____
4. Telephone: 904-905-4170
5. Enrollment in Florida: 937,934
6. Number of Companies Using PPO: _____
7. Number of Florida Counties Covered: ALL
8. Number of Participating Physicians in Florida: 22,699
9. Number of Participating Hospitals in Florida: 173
10. Top PPO Executive/Title: William E. Flaherty - Chairman of Bd / CEO
11. Top PPO Medical Executive/Title: Daniel B. Lestage, MD
12. Is your Plan for Profit? No
13. Year Established in Florida: 1984

Information provided by: Jill Fauth Date: 6/10/97
 Title: Prod. Analyst Phone: 905-4170 Ext: _____

FAX COMPLETED SURVEY TO (813) 892-2955

Questions? Call Davis Kilgroe at (813) 892-2626

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